



On 24th January every year, the Nation celebrate the girl child, acknowledge her equal status and position in society and together we commit to fight the disadvantages, discriminations and inequalities the girl child faces in our society. However, it is very unfortunate and extremely alarming that since 1961 the child sex ratio in the country has been declining steadily.

- For an educated, economically independent woman, respected both at work and at home, it is difficult to imagine the reality that a large number of people from cross sections of the Indian society desire only a son and do not wish to have a daughter. And that they would go to any length to do sex selective elimination of the female fetus.
- Despite having some girls who are really high achievers in various fields, the stark reality for most girls born in India is that they are still deprived of basic rights like equal access to education, health, married off early as child etc. As a result, they remain economically disempowered, abused and violated. As per Census data, the Child Sex Ratio (CSR) has declined from 945 in 1991 to 927 in 2001 and further to 918 in 2011. This is a major indicator of women disempowerment as it reflects both pre-birth discrimination manifested through gender biased sex selection, and post birth discrimination against girls.
- Widespread social discriminations against girls, easy availability, affordability and subsequent misuse of diagnostic tools, have cumulatively proved critical in lowering the CSR. This alarming reality had to be addressed, resulting in the roll out of Beti Bachao Beti Padhao (BBBP) Scheme which was designed and conceptualized after a series of multi-sectoral pan India consultations.
- Launched by the Prime Minister, Shri Narendra Modi on 22nd January, 2015 at Panipat, Haryana, and the primary objective of BBBP is to improve the declining CSR and address other related issues of women empowerment, over a life-cycle continuum. This two year old Scheme is a tri-Ministerial effort of Women and Child Development (WCD), Health & Family Welfare and Human Resource Development; WCD being the nodal Ministry. This Scheme is unique as it systematically challenges mindsets, customs and deep rooted patriarchy prevalent in Indian society.
- A multi-sectoral strategy has been adopted to implement BBBP, comprising of a nation-wide awareness and advocacy campaign targeted at changing mindsets, focused community outreach through local innovative interventions; enforcement of Pre-Conception and Pre-Natal Diagnostic Techniques (PC&PNDT) Act by the Union Health Ministry and encouraging girl's education through girl friendly infrastructure in schools and effective implementation of the Right to Education.

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